



KNXV

## ORDER

Print Date 09/24/12 Page 1 of 2

**KNXV-TV**  
**PHOENIX**

**Flight Dates 09/25/12-10/01/12**

<u>Contract / Revision</u>	<b>312212</b>	/	<b>Democratic Congressional Campai</b>	<u>Alt Order #</u>			
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash		
	09/24/12	09/24/12	<u>Billing Contact</u>	<u>Order Type</u>	GENERAL		
<u>Advertiser</u>	<b>DCCC</b>			<u>Billing Cycle</u>	EOM/EOC		
			<b>1010 Wisconsin Avenue NW - Suite Washington, DC 20007</b>	<u>Billing Calendar</u>	BROADCAST		
<u>Agency</u>	<b>Great American Media</b>			<u>Demographic</u>	A25-54		
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL	POL	PARTY
<b>1010 Wisconsin Avenue NW - Suite Washington, DC 20007</b>			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL		
			<u>Agency Ref</u> 2	<u>Priority</u>	P-1		
				<u>Advertiser Ref</u>			

## Primary Account Executive

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Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 11% Market Value 76363

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	22%	16800
KPNX	22%	16800
KPPX	%	0
KSAZ	25%	19090
KTVK	20%	15272
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	9	\$7,140.00	\$8,400.00	0.00	08/27/12	09/30/12	9	\$7,140.00	\$8,400.00
Totals	9	\$7,140.00	\$8,400.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	9	\$7,140.00	\$8,400.00	0.00	08/27/12	09/30/12	9	\$7,140.00	\$8,400.00
Totals	9	\$7,140.00	\$8,400.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
N 1	KNXV	09/25/12	09/28/12	M-F 7-9am M-F 7-9am		CM	7am-9am		- TWTF--	:30	1	\$500.00	FX	0.00	NM	1	\$500.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 09/24/12    09/30/12    - TWTF--    1    \$500.00    0.00																		
N 2	KNXV	09/30/12	09/30/12	Su 6-7am GMA Su 6-7am Good Morning ,		CM	6am-7am		-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 09/24/12    09/30/12    -----S    1    \$150.00    0.00																		
N 3	KNXV	09/25/12	09/28/12			CM	4pm-430pm		- TWTF--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00	



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**PHOENIX**

**KNXV**

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Contract / Revision **312212** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12 / 09/24/12

Order Sep 00:20:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1473**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
M-F 4pm-430pm 4PM News																
Start Date	End Date	Weekdays				Spots/Week				Rate			Rating			
Week: 09/24/12	09/30/12	- TWTF--				1				\$800.00			0.00			
N 4	KNXV	09/25/12	09/28/12	M-F 5pm-530pm	CM	5pm-530pm		:30	1	\$1,200.00	FX	0.00	NM		1	\$1,200.00
M-F 5pm-530pm																
Start Date	End Date	Weekdays				Spots/Week				Rate			Rating			
Week: 09/24/12	09/30/12	- TWTF--				1				\$1,200.00			0.00			
N 5	KNXV	09/25/12	09/28/12	M-F 6pm-630pm	CM	6pm-630pm		:30	1	\$1,200.00	FX	0.00	NM		1	\$1,200.00
M-F 6pm-630pm																
Start Date	End Date	Weekdays				Spots/Week				Rate			Rating			
Week: 09/24/12	09/30/12	- TWTF--				1				\$1,200.00			0.00			
N 6	KNXV	09/25/12	09/28/12	M-F 10-1035pm	CM	10pm-1035pm		:30	2	\$1,500.00	FX	0.00	NM		2	\$3,000.00
10pm News																
Start Date	End Date	Weekdays				Spots/Week				Rate			Rating			
Week: 09/24/12	09/30/12	- TWTF--				2				\$1,500.00			0.00			
N 7	KNXV	09/30/12	09/30/12	SU 10-1035pm	CM	10pm-1035pm		:30	1	\$1,500.00	FX	0.00	NM		1	\$1,500.00
10pm News																
Start Date	End Date	Weekdays				Spots/Week				Rate			Rating			
Week: 09/24/12	09/30/12	-----S				1				\$1,500.00			0.00			
N 8	KNXV	09/26/12	09/28/12	M-F 430-5am	CM	430-5am		:30	1	\$50.00	P-3	0.00	NM		1	\$50.00
M-F 430am News																
Start Date	End Date	Weekdays				Spots/Week				Rate			Rating			
Week: 09/24/12	09/30/12	-- WTF--				1				\$50.00			0.00			
<b>Totals</b>														9	\$8,400.00	